



15.09.2011. Thursday

19.00 Welcome cocktail

16.09.2011. Friday

09.00 - 09.20 Opening ceremony

TOPIC I Medical travel – present and future

Chairmen: Uwe Klein, Miljenko Bura

All Lectures includes 2 minutes for discussion

09.20 - 09.40 **The future of medical travel;** Pollard Keith, Treatment Abroad, London

09.40 - 10.00 **The market in medical travel: opportunities and constraints;** Neil Thomas Lunt, The York Management School, York

10.00 - 10.20 **Medical tourism dynamism and emerging trends in the industry;** Dr.Prem , Author – Medical tourism Guide Book, Dubai / Founder – Global Healthcare Network, USA

10.20 - 10.40 **Patient Mobility in Europe - Challenges and Opportunities,** Magdalene Rösenmoller, IESE Business School; Barcelona

10.40 - 11.00 **The EU Directive on Cross-Border Healthcare - what does it mean?;** Neil Thomas Lunt, The York Management School, York

11.00 – 11.20 **How Health Tourism Destinations are Created and made Sustainable;** Constantin Constantinides, HealthCare Cybernetics; Athens

11.20.-11.35 Discussion

11.35 – 11.50 Coffee break – Exhibition

TOPIC II Certification and Accreditation

Chairman: Keith Pollard

All Lectures includes 2 minutes for discussion

11.50 - 12.10 **Challenges for Quality management in Cross Border Healthcare: Integration of International Patient's Management Procedures;** Claudia Mika, Temos, Köln

12.10 - 12.30 **"Are hospitals safe and fit for purpose? Introducing QHA Trent, a British-European Accreditation Scheme"** Stephen Green; QHA International , Sheffield



- 12.30 - 12.50 **Accreditation of Medical Laboratories;** Ana Čop / Dragica Križanec, Croatian Accreditation Agency
- 12.50-13.00 Discussion
- 13.00 - 14.00 Lunch – Exhibition

TOPIC III **Travel medicine – present and future**

Chairmen: Uwe Klein, Boris Šprem, Miljenko Bura

All Lectures includes 2 minutes for discussion

- 14.00 – 14.20 **The role of the 112 System in Republic of Croatia during the tourist season;** Milan Erjavec, National Protection and Rescue Directorate of RH, Zagreb
- 14.20 - 14.40 **"E-call";** Pavao Britvić, National Protection and Rescue Directorate of RH, Zagreb
- 14.40 - 15.00 **Impact of the EMS Reform on the Accessibility and Quality of the Tourists Health Care in the Republic of Croatia;** Maja Grba Bujević; Ingrid Bošan Kilibarda; Nevena Biševac, Croatian Institute for Emergency Medicine, Zagreb
- 15.00 - 15.20 **„Golend Hour“ – standard in the treatment of tourist injuries;** Ante Muljačić , Clinic for Traumatology - , KBC „Sestre Milosrdnice“, Zagreb
- 15.20 – 15.40 **ÖAMTC rescue helicopter services in Austria;** Wolfgang Burger, Vienna
- 15.40 – 16.00 **A critical review of the provision system for fatally compromised people within the Republic of Croatia with special reference to provision of persons seriously injured in traffic accidents;** Dubravko Šmigmator; Georg - Davor Lisicin,; Safety in Traffic Association, Zagreb;
- 16.00 – 16.30 **Dubrovnik General Hospital as a Center of excellence for medical tourism on Mediterranean; Maritime and outpatient clinic Dubrovnik-our experience from cardiologist point of view,** Jerko Ferri Certić, Stanka Mejić Krstulović , Dubrovnik General Hospital, Dubrovnik
- 16.30-16.50 **Safety of divers as modern nomads in search of adventure and abilities of Oxy polyclinic in medical tourism development ;** Mario Franolić; Oxy Polyclinic, Pula
- 16.50 – 17.00 Discussion
- 17.00 – 17.15 Coffee break - Exhibition



ROOM 2 - PARALLEL SESSION

14:00 – 17:00

WORKSHOP: INTERNATIONAL STANDARDS IN MEDICAL FACILITIES – CERTIFICATIONS

Lectures: Claudia Mika; Andreas Lanyi; Temos, Köln; Stephen Green, QHA International; Sheffield

TOPIC IV Medical wellness

All Lectures includes 2 minutes for discussion

- 17.15 – 17.35 **Medical Wellness - From Burn Out to Burn In: the full Service Offering Portfolio;** Uwe Klein, Hippokratia E.V., München
- 17.35 – 17.55 **Natural remedies in Croatian medical tourism offer;** Goran Ivanišević, The Academy of Medical Sciences of Croatia; Zagreb
- 17.55 – 18.15 **Retirement Tourists' Expectations and Perceptions of Retirement Tourism Facility Service Quality;** Michael Guiry, International business and Business Law University of the Incarnate Word H-E-B School of Business & Administration, San Antonio
- 18.15 - 18.35 **Importance of weather and climate for medical tourism in Croatia;** Lidija Srnec, Meteorological and Hydrological Service, Zagreb
- 20.00 Gala dinner

17.09.2011. Saturday

TOPIC V European Destinations

Chairman: Constantin Constantinides

All Lectures includes 2 minutes for discussion

- 08.30- 8.50 **European Medical Tourism - current situation and trends;** Uwe Klein; Hippokratia E.V., München
- 8.50 – 9.10 **How to say „Medical Tourism“ in Central European?;** Laszlo Puczko, Xellum, Budapest
- 9.10 – 9.30 **Opportunities and threats of developing health tourism in Croatia;** Sandra Čorak / Snježana Boranić Živoder; Institute for Tourism, Zagreb
- 9.30 – 9.50 **The role of medical tourism in development of Croatian health tourism;** Nevenka Čavlek, Mato Bartoluci, Zvezdana Hendija; University of Zagreb, Faculty of Economics, Zagreb
- 9.50 – 10.10 Discussion



MEDICAL GROUP and PARTNERS

10.10 – 11.10 New projects – presentations

11.10 – 11.30 Coffee break – Exhibition

TOPIC VI Medical Tourism Destinations

Chairman: Claudia Mika

All Lectures includes 2 minutes for discussion

11.30 - 11.50 **How to grow and improve your hospital medical travel program;** Emilio Williams-Lopez, Johns Hopkins Medicine International, Baltimore

11.50.-12.10 **Healthcare Travel Revisited – Integrating markets, providers and services;** Zahid Hamid, Euromedical Tours , London

12.10. - 12.30 **Health Tourism Facility Development – through „Change of Use“ converting Hotels to Health Tourism Facilities;** Constantin Constantinides, HealthCare Cybernetics; Athens

12.30 - 12.50 **The role of travel agency in medical tourism;** Dubravka Davidović, Zagreb

12.50 – 13.10 **The competitive eco-health tourism destination;** Milena Peršić / Adriana Jelušić; Faculty of Tourism and Hospitality, Opatija

13.10 – 13.30 **Telemedicine in Medical Tourism: Telemonitoring in Post-Operative Care;** Andreas Lanyi, Temos, Köln

13.30 – 13.50 **Necessity of the eCare Cycle in Medical Tourism: Quality Management and Support of Telemedicine;** Andreas Lanyi, Temos, Köln

13.50 – 14.10 Discussion

14.10 Closing ceremony